

WHAT IS CLAIMED IS:

1. A method for restoring and/or rejuvenating color of a worn, faded color fabric, wherein said method comprises applying an effective amount of a fabric color care active to said fabric, and wherein the color restoration and/or rejuvenation is characterized by the ability of said active to change the properties of a worn, faded black cotton (chino) twill test fabric, resulting in:

- (A) a percentage reflectance reduction ΔR of at least about 3%, preferably at least about 5%, more preferably at least about 8%, and even more preferably at least about 10%;
- (B) a Hunter L value reduction ΔL of at least about 0.5, preferably at least about 1.0, more preferably at least about 1.5; and even more preferably at least about 2.0; and
- (C) a percentage pill number reduction ΔP of at least about 10%, preferably at least about 20%, more preferably at least about 40%, and even more preferably at least about 80%.

2. The method of Claim 1, wherein said fabric color care active is selected from the group consisting of:

- (A) water soluble and/or water dispersible polymer; said polymer is selected from the group consisting of: natural polymer; synthetic polymer; substituted materials thereof; derivatised materials thereof; and mixtures thereof;
- (B) surfactant capable of forming a bilayer structure; and
- (C) mixtures thereof.

3. The method of Claim 1, wherein said fabric color care active is present in a fabric color care composition, and wherein said method comprises applying an effective amount of said composition to restore and/or rejuvenate the color of said fabric, said composition comprising:

- (A) a fabric color care active selected from the group consisting of water soluble and/or water dispersible polymer; surfactant capable of forming a bilayer structure; and mixtures thereof;
- (B) optionally, an effective amount to provide olfactory effects of perfume;
- (C) optionally, to reduce surface tension, and/or to improve performance and formulatability, an effective amount of surfactant;

09807365 "041201

- (D) optionally, an effective amount to absorb malodor, of odor control agent;
- (E) optionally, an effective amount, to kill, or reduce the growth of microbes, of antimicrobial active;
- (F) optionally, an effective amount to provide improved antimicrobial action of aminocarboxylate chelator;
- (G) optionally, an effective amount of antimicrobial preservative; and
- (H) optionally, an aqueous carrier;

said composition optionally being essentially free of any material that would soil or discernible when dried on the fabric surface; said composition optionally being substantially removed during subsequent cleaning cycles to prevent undesirable build-up of the active on the fabrics; and said composition additionally being essentially free of any material that would cause the treated fabric to feel sticky to the touch.

4. The method of Claim 3 wherein said fabric color care active is present at a level of from about 0.05% to about 10%, preferably from about 0.1% to about 5%, more preferably from about 0.2% to about 3%, even more preferably from about 0.3% to about 2%, by weight of said fabric care composition.
5. The method of Claim 3 wherein said fabric care composition is an aqueous composition, and is applied onto said fabric as droplets by using a spray dispenser.
6. The method of Claim 5 wherein said spray dispenser comprises a trigger spray device.
7. The method of Claim 5 wherein said spray dispenser comprises a non-manually operated sprayer selected from the group consisting of: power sprayer; air aspirated sprayer; liquid aspirated sprayer; electrostatic sprayer; and nebulizer sprayer.
8. The method of any one of Claims 5-7 wherein said droplets have a weight average diameter of from about 5 μ m to about 250 μ m, preferably from about 10 μ m to about 120 μ m, more preferably from about 20 μ m to about 100 μ m.
9. The method of Claim 8 wherein said composition is applied uniformly to the entire visible surface of the fabric.

09807365.041201

10. The method of Claim 3 wherein said fabric is dipped and/or soaked in said fabric color care composition, followed by a squeezing step and/or a drying step.
11. The method of Claim 3 wherein said fabric color care composition is a rinse-added composition containing from about 0.1% to about 50%, preferably from about 1% to about 35%, more preferably from about 2% to about 18%, by weight of the composition, of said fabric color care active.
12. The method of Claim 3 wherein said fabric is wet, and wherein said fabric color care composition is an aqueous composition containing said fabric color care active at a level of from about 0.01% to about 25%, preferably from about 0.1% to about 10%, more preferably from about 0.2% to about 5%, even more preferably from about 0.3% to about 3%, by weight of the composition.
13. The method of Claim 12 wherein said composition is applied to said fabric from a spray device.
14. The method of any one of Claims 2-13 wherein said fabric color care active is selected from the group consisting of polysaccharides; proteins; glycoproteins; glycolipids; substituted versions of said polymers; derivatised versions of said polymers; and mixtures thereof.
15. The method of any one of Claim 14 wherein said polysaccharides are selected from the group consisting of: heteropolysaccharides; algal polysaccharides; microbial polysaccharides; lipopolysaccharides; fungal polysaccharides; animal polysaccharides; and mixtures thereof.
16. The method of Claim 15 wherein said fabric color care active comprises heteropolysaccharides, selected from the group consisting of acidic polysaccharides; hemicelluloses; and mixtures thereof.
17. The method of Claim 16 wherein said fabric color care active comprises hemicelluloses, selected from the group consisting of arabinogalactans; glucomannans, galactoglucomannans, glucuronoxylans; substituted versions thereof; derivatised versions thereof; and mixtures thereof.

09807366 041201

18. The method of Claim 17 wherein said fabric color care active is selected from the group consisting of arabinogalactan; substituted versions thereof; derivatised versions thereof; and mixtures thereof.
19. The method of Claim 15 wherein said fabric color care active comprises algal polysaccharides, selected from the group consisting of: laminaran; D-xylans; D-mannans; carrageenan; agar; and mixtures thereof.
20. The method of Claim 14 wherein said protein is selected from the group consisting of globular proteins, fibrous proteins, conjugated proteins, and mixtures thereof.
21. The method of Claim 20 wherein said globular proteins are selected from the group consisting of albumins, globulins, protamines, histones, prolamines, glutelins, and mixtures thereof; said fibrous proteins are selected from the group of elastin, fibroin, sericin, and mixtures thereof; and said conjugated proteins comprising non-protein moieties selected from the group consisting of carbohydrates, lipids, phosphate residues, and mixtures thereof.
22. The method of any one of Claims 2-13 wherein said fabric color care active comprises water soluble and/or water dispersible synthetic polymer, selected from the group consisting of homopolymer of hydrophilic monomers; homopolymer of hydrophobic monomers; copolymer of hydrophilic monomers and hydrophobic monomers; and mixtures thereof.
23. The method of Claim 22 wherein said hydrophilic monomers are selected from the group consisting of: acrylic acid; methacrylic acid; crotonic acid; maleic acid and its half esters; itaconic acid; salts of said acids; vinyl alcohol; allyl alcohol; vinyl pyrrolidone; vinyl caprolactam; vinyl pyridine; vinyl imidazole; vinyl sulfonate; N,N-dimethylacrylamide; N-t-butyl acrylamide; hydroxyethyl methacrylate; dimethylaminoethyl methacrylate; and mixtures thereof; and said hydrophobic monomers are selected from the group consisting of: methyl acrylate; ethyl acrylate; t-butyl acrylate; methyl methacrylate; 2-ethyl hexyl methacrylate; methoxy ethyl methacrylate; vinyl acetate; vinyl propionate; vinyl neodecanoate; styrene; t-butyl styrene; vinyl toluene; methyl vinyl ether; vinyl chloride; vinylidene chloride; ethylene; propylene; other unsaturated hydrocarbons; and mixtures thereof.

09807365 "041201

24. The method of Claim 23 wherein said hydrophilic monomers are selected from the group consisting of: acrylic acid, methacrylic acid, N,N-dimethyl acrylamide, N,N-dimethyl methacrylamide, N-t-butyl acrylamide, dimethylamino ethyl methacrylate, vinyl pyrrolidone, and mixtures thereof; and said hydrophobic monomers are selected from the group consisting of: methyl acrylate, methyl methacrylate, t-butyl acrylate, t-butyl methacrylate, n-butyl acrylate, n-butyl methacrylate, and mixtures thereof.

25. The method of any one of Claims 2-13 wherein said fabric color care active comprises a surfactant capable of forming a bilayer structure, selected from the group consisting of: phospholipids; glycolipids; sorbitan esters of long chain (C₁₆-C₁₈) fatty acids; fabric softening actives; and mixtures thereof.

26. The method of any one of Claim 25 wherein said fabric color care active comprises fabric softening actives which are biodegradable and have with highly unsaturated and/or branched hydrophobic chains.

27. The method of any one of Claims 3-26 wherein said fabric color care composition additionally contains at least one of the following adjunct materials: perfume, odor control agent including cyclodextrin, surfactant, brightener, antimicrobial active and/or antibacterial preservative, chelating agent including aminocarboxylate chelating agent, enzyme, antioxidant, static control agent, suds suppressor, dye transfer inhibiting agent, soil release agent, dispersant, insect repelling agent, moth repelling agent, and/or liquid carrier.

28. Use of an effective amount of fabric color care active to restore and/or rejuvenate color of worn, faded color fabric, wherein said fabric color active exhibits the ability to change the properties of a worn, faded black cotton (chino) twill test fabric, resulting in:

- (A) a percentage reflectance reduction ΔR of at least about 3%, preferably at least about 5%, more preferably at least about 8%, and even more preferably at least about 10%;
- (B) a Hunter L value reduction ΔL of at least about 0.5, preferably at least about 1.0, more preferably at least about 1.5; and even more preferably at least about 2.0; and

09907365-041201

- (C) a percentage pill number reduction ΔP of at least about 10%, preferably at least about 20%, more preferably at least about 40%, and even more preferably at least about 80%.

29. Use according to Claim 28 wherein said fabric color care active is selected from the group consisting of:

- (A) water soluble and/or water dispersible polymer; said polymer is selected from the group consisting of: natural polymer; synthetic polymer; substituted materials thereof; derivatised materials thereof; and mixtures thereof;
- (B) surfactant capable of forming a bilayer structure; and
- (C) mixtures thereof;

to restore and/or rejuvenate color of worn, faded color fabric.

30. Use according to Claim 28 wherein said fabric color care active is provided by a composition comprising:

- (A) an effective amount of fabric color care active, selected from the group consisting of water soluble and/or water dispersible polymer; surfactant capable of forming a bilayer structure; and mixtures thereof;
- (B) optionally, an effective amount to provide olfactory effects of perfume;
- (C) optionally, to reduce surface tension, and/or to improve performance and formulatability, an effective amount of surfactant;
- (D) optionally, an effective amount to absorb malodor, of odor control agent;
- (E) optionally, an effective amount, to kill, or reduce the growth of microbes, of antimicrobial active;
- (F) optionally, an effective amount to provide improved antimicrobial action of aminocarboxylate chelator;
- (G) optionally, an effective amount of antimicrobial preservative; and
- (H) optionally, an aqueous carrier;

said composition optionally being essentially free of any material that would soil or discernible when dried on the fabric surface; said composition optionally being substantially removed during subsequent cleaning cycles to prevent undesirable build-up of the active on the fabrics; and said composition additionally being essentially free of any material that would cause the treated fabric to feel sticky to the touch.

09807365 "041201

31. An article of manufacture comprising a fabric color care composition comprising a fabric color care active to restore and/or rejuvenate color of worn, faded color fabric, selected from the group consisting of water soluble and/or water dispersible polymer; surfactant capable of forming a bilayer structure; and mixtures thereof; in a package in association with a set of instructions for use comprising an instruction to apply at least an effective amount of said fabric color care active and/or said fabric color care composition, to provide the color restoration and/or rejuvenation benefit.

32. An article of manufacture comprising a fabric color care composition in a package in association with a set of instructions for use comprising an instruction to apply at least an effective amount of said fabric color care active and/or said fabric color care composition, to provide the color restoration and/or rejuvenation benefit, said composition comprising:

- (A) a fabric color care active selected from the group consisting of water soluble and/or water dispersible polymer; surfactant capable of forming a bilayer structure; and mixtures thereof;
- (B) optionally, an effective amount to provide olfactory effects of perfume;
- (C) optionally, to reduce surface tension, and/or to improve performance and formulatability, an effective amount of surfactant;
- (D) optionally, an effective amount to absorb malodor, of odor control agent;
- (E) optionally, an effective amount, to kill, or reduce the growth of microbes, of antimicrobial active;
- (F) optionally, an effective amount to provide improved antimicrobial action of aminocarboxylate chelator;
- (G) optionally, an effective amount of antimicrobial preservative; and
- (H) optionally, an aqueous carrier;

said composition optionally being essentially free of any material that would soil or discernible when dried on the fabric surface; said composition optionally being substantially removed during subsequent cleaning cycles to prevent undesirable build-up of the active on the fabrics; and said composition additionally being essentially free of any material that would cause the treated fabric to feel sticky to the touch.

33. The article of manufacture of Claim 32 wherein said package comprises a spray dispenser.

09807365-041201

34. The article of manufacture of Claim 33 wherein said fabric color care composition is an aqueous composition containing from about 0.1% to about 5%, preferably from about 0.1% to about 2%, by weight of said composition, of said fabric color care active.

35. The article of manufacture of ~~any one~~ of Claims 33-34 wherein said spray dispenser comprises a trigger spray device.

36. The article of manufacture of ~~any one~~ of Claims 33-34 wherein said spray dispenser comprises a non-manually operated spray dispenser.

37. The article of manufacture of Claim 36 wherein said non-manually operated spray dispenser is selected from the group consisting of: powered sprayer; air aspirated sprayer; liquid aspirated sprayer; electrostatic sprayer; and nebulizer sprayer.

38. The article of manufacture of ~~any one~~ of Claims 31-37 wherein said composition additionally contains at least one of the following adjunct materials: perfume, odor control agent including cyclodextrin, surfactant, antimicrobial active and/or antibacterial preservative, metal chelating agent including aminocarboxylate chelating agent, enzyme, static control agent, ~~fabric softening~~ active, dye transfer inhibiting agent, soil release agent, brightener, antioxidant, suds suppressor, insect repelling agent, moth repelling agent, and/or liquid carrier.

39. The article of manufacture of Claims 38 wherein said set of instructions for use further comprises an instruction to apply an amount of composition to provide from about 0.005% to about 4%, preferably from about 0.01% to about 2%, more preferably from about 0.05% to about 1% of fabric color care active, by weight of the fabric.

40. The article of manufacture of Claims 39 wherein said set of instructions for use further comprises an instruction to apply said composition uniformly to the entire visible surface of the fabric.

41. An article of manufacture comprising a fabric color care composition to be applied directly to the worn, faded color fabric in an enclosed chamber, packaged in association with a set of instructions for use comprises an instruction to apply at least an effective amount of said fabric color care active to said fabric in said enclosed chamber to provide the color restoration and/or rejuvenation benefit, said composition comprising:

09807365-041201
T02T0"59E20860

- (A) a fabric color care active selected from the group consisting of water soluble and/or water dispersible polymer; surfactant capable of forming a bilayer structure; and mixtures thereof;
- (B) optionally, an effective amount to provide olfactory effects of perfume;
- (C) optionally, to reduce surface tension, and/or to improve performance and formulatability, an effective amount of surfactant;
- (D) optionally, an effective amount to absorb malodor, of odor control agent;
- (E) optionally, an effective amount, to kill, or reduce the growth of microbes, of antimicrobial active;
- (F) optionally, an effective amount to provide improved antimicrobial action of aminocarboxylate chelator;
- (G) optionally, an effective amount of antimicrobial preservative; and
- (H) optionally, an aqueous carrier;

said composition optionally being essentially free of any material that would soil or discernible when dried on the fabric surface; said composition optionally being substantially removed during subsequent cleaning cycles to prevent undesirable build-up of the active on the fabrics; and said composition additionally being essentially free of any material that would cause the treated fabric to feel sticky to the touch.

42. The article of Claim 41 wherein said composition contains from about 0.01% to about 2% of fabric color care active, by weight of the composition.

43. An article of manufacture comprising a fabric color care composition which is a rinse additive composition, packaged in association with a set of instructions for use comprising an instruction to apply at least an effective amount of said composition to said fabric to provide the color restoration and/or rejuvenation benefit said composition comprising:

- (A) a fabric color care active selected from the group consisting of water soluble and/or water dispersible polymer; surfactant capable of forming a bilayer structure; and mixtures thereof;
- (B) optionally, an effective amount to provide olfactory effects of perfume;
- (C) optionally, to reduce surface tension, and/or to improve performance and formulatability, an effective amount of surfactant;
- (D) optionally, an effective amount to absorb malodor, of odor control agent;
- (E) optionally, an effective amount, to kill, or reduce the growth of microbes, of antimicrobial active;

09807365-041201

- (F) optionally, an effective amount to provide improved antimicrobial action of aminocarboxylate chelator;
- (G) optionally, an effective amount of antimicrobial preservative; and
- (H) optionally, an aqueous carrier;

said composition optionally being essentially free of any material that would soil or discernible when dried on the fabric surface; said composition optionally being substantially removed during subsequent cleaning cycles to prevent undesirable build-up of the active on the fabrics; and said composition additionally being essentially free of any material that would cause the treated fabric to feel sticky to the touch.

44. An article of manufacture comprising a fabric color care composition to apply to fabric in wet, worn, faded color fabric, packaged in association with a set of instructions for use comprising an instruction to apply at least an effective amount of said composition to said fabric to provide the color restoration and/or rejuvenation benefit, said composition comprising:

- (A) a fabric color care active selected from the group consisting of water soluble and/or water dispersible polymer; surfactant capable of forming a bilayer structure; and mixtures thereof;
- (B) optionally, an effective amount to provide olfactory effects of perfume;
- (C) optionally, to reduce surface tension, and/or to improve performance and formulatability, an effective amount of surfactant;
- (D) optionally, an effective amount to absorb malodor, of odor control agent;
- (E) optionally, an effective amount, to kill, or reduce the growth of microbes, of antimicrobial active;
- (F) optionally, an effective amount to provide improved antimicrobial action of aminocarboxylate chelator;
- (G) optionally, an effective amount of antimicrobial preservative; and
- (H) optionally, an aqueous carrier;

said composition optionally being essentially free of any material that would soil or discernible when dried on the fabric surface; said composition optionally being substantially removed during subsequent cleaning cycles to prevent undesirable build-up of the active on the fabrics; and said composition additionally being essentially free of any material that would cause the treated fabric to feel sticky to the touch.

45. The article of any one of Claims 31-44 wherein said set of instructions for use further comprises pictures and/or icons.

09807365 "041201

46. A worn, faded color fabric having improved color characteristics comprising an effective amount of fabric color care active attached thereto.

47. The fabric of Claim 46 wherein said fabric comprises from about 0.005% to about 4%, preferably from about 0.01% to about 2%, more preferably from about 0.05% to about 1%, by weight of the fabric of said fabric color care active.

48. ~~The fabric of any one of Claims 46-47 wherein said fabric is made of fibers selected from the group consisting of natural fibers, synthetic fibers, and mixtures thereof.~~

49. The fabric of Claim 48 wherein said natural fibers are selected from the group consisting of: cellulosic fibers, proteinaceous fibers; long vegetable fibers; and mixtures thereof.

50. The fabric of Claim 49 wherein said fabric is selected from the group consisting of cotton, rayon, linen, Tencel, silk, wool and related mammalian fibers, polyester, acrylic, nylon, jute, flax, ramie, coir, kapok, sisal, henequen, abaca, hemp, sunn., and mixtures thereof.

51. The fabric of Claim 50 wherein said fabric is selected from the group consisting of cotton, rayon, linen, polyester/cotton blends, silk, wool, polyester, acrylic, nylon, and mixtures thereof.

09807365-041201

ada